



# DR JOSHUA H BALSTERS

PSYCHOLOGIST & NEUROSCIENTIST

## CONTACTS



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## LINKS



- Personal Website & Blog  
<http://www.drbalsters.com>
- Linkedin  
<https://www.linkedin.com/in/drbalsters>
- Twitter  
<https://twitter.com/DrBalsters>

## EDUCATION



### PH.D.

Royal Holloway University of London | Egham  
2009

- *Thesis: Cerebellar Contributions to Cognition: anatomy and function*
- *Skills: Advanced fMRI acquisition and experimental design, statistics, human and primate neuroanatomy, public speaking*

### BACHELOR OF SCIENCE

Royal Holloway University of London | Egham  
2005

- *Psychology, Upper Second Class Honours*
- *Winner of Nuffield Foundation Summer Scholarship (2004)*

## SKILLS



- Neuroimaging (fMRI, EEG)
- Cognitive and Clinical Neuroscience
- Behavioural Economics
- Statistics
- Psychology
- Experimental Design (lab and online)
- Clinical research
- Programming (bash, MATLAB, Python, R)
- Media trained
- Public speaking
- Scientific writing
- Editor and reviewer (books, grants, publications)
- Project/Team management
- Conference organiser

## REFERENCES



**PROF NARENDER RAMNANI**  
*Royal Holloway University of London*

Email [n.ramnani@rhul.ac.uk](mailto:n.ramnani@rhul.ac.uk)

**PROF IAN ROBERTSON**  
*Trinity College Dublin*

Email [ian.robertson@tcd.ie](mailto:ian.robertson@tcd.ie)

**PROF NICOLE WENDEROTH**  
*ETH Zürich*

Email [nicole.wenderoth@hest.ethz.ch](mailto:nicole.wenderoth@hest.ethz.ch)

## ABOUT ME



Throughout my academic career I've developed a wide array of skills spanning over 15yrs of psychology and neuroimaging experience. By working for both industry (GlaxoSmithKline, Nielsen, Cauldron Science) and academia (Royal Holloway, Trinity College Dublin, ETH Zürich) I have developed a unique scientific approach that combines an in-depth theoretical knowledge with an understanding of product placement and real-world impact.

The quality of my work has been recognised through:

1. 46 peer-reviewed publications in a range of top international journals - click [here](#) for full publication list
2. grant funding totalling approximately £1.5million
3. invited speaker at international conferences and top universities (i.e. *Oxford, Cambridge, KU Leuven (Belgium), National University of Singapore, etc.*)

## WORK EXPERIENCE



SEP 2020

### CLIENT LIAISON

PRESENT

*Cauldron Science | Cambridge*

- Consultancy lead for commercial behavioural science projects including design, development, analysis and write up
- Relationship management for academic clients (universities)
- Content creation (research methods course, blogs)
- Onboarding webinars for new users
- User experience/interface understanding and refining the customer journey
- Product roadmap: Identify pain point and improvements
- New product development: insight and user testing

JUN 2020

### DIRECTOR OF NEUROSCIENCE

AUG 2020

*Nielsen | London*

I was employed based on my experience in psychology and neuroscience to design, analyse, and interpret consumer neuroscience experiments investigating the impact of branding and advertising.

Unfortunately, due to the Covid-19 pandemic, all consumer neuroscience positions were terminated at Nielsen.

MAY 2017

### ASSISTANT PROFESSOR

MAY 2020

*Royal Holloway University of London | Egham*

- Project supervisor to 30+ PhD, MSc, and BSc students
- Personal tutor/mentor to BSc students
- Deputy Director of Research Operations
- Postgraduate Communications Officer
- Course co-ordinator and creator of '*Neuroscience of Emotion and Decision Making*' MSc module
- Significant lecturing and public speaking experience
- Editor for *Frontiers in Psychology*
- Funding reviewer for UK, European, & Asian research councils

OCT 2012

### POSTDOCTORAL FELLOW

MAR 2017

*ETH Zürich | Zürich*

- Project supervision of 1 PhD and 2 MSc students
- Developed fMRI analysis software (MATLAB)
- Biomarker research investigating Autism Spectrum Conditions
- *This work received lots of media coverage including articles in the Irish Times, Irish Independent, and a prime time radio interview on RTE1*
- **Winner of the SNSF Professorship Award worth 1.44 Million CHF**

NOV 2008

### POSTDOCTORAL FELLOW

SEP 2012

*GlaxoSmithKline/ Trinity College Dublin | Dublin*

- Project supervision 1 PhD, 3 MSc students
- Established two simultaneous EEG/fMRI facilities
- Biomarker research investigating early indicators of cognitive decline in aging
- Lead investigator on two RCTs investigating chronic and acute effects of pharmaceutical intervention in healthy aging
- Completed Good Clinical Practise course (2010)
- **Winner of Best Postdoctoral Speaker (2011) at Neuroscience Ireland**
- **Winner of IRCSET Postdoctoral Research Fellowship worth €72,000**